NEWS | NUTRITIONALS

GMB Entertainment invests in Hyderabad-based nutrition brand Fitday

This partnership not only reaffirms Fitday’s commitment to promoting health and wellness but also highlights the brand’s potential for growth

By **Shraddha Warde** | September 11, 2024



images (22)

> WordPress post #33082

This partnership not only reaffirms Fitday’s commitment to promoting health and wellness but also highlights the brand’s potential for growth

Fitday, a leading nutraceutical startup in India, announced a strategic investment from superstar Mahesh Babu’s firm, GMB Entertainment. This marks a significant milestone in Fitday’s mission to revolutionise the nutrition and healthy snacking industry.

With a presence in over 10,000 stores, Fitday has established a strong foundation in the retail market. Mahesh Babu’s investment will help amplify Fitday’s retail footprint and support its expansion into new markets. This partnership not only reaffirms Fitday’s commitment to promoting health and wellness but also highlights the brand’s potential for growth and innovation within the nutraceutical industry. Mahesh Babu’s involvement brings increased credibility and visibility to Fitday, attracting a wider audience and driving potential growth in a competitive market.

His dedication to health and fitness has influenced this investment, reflecting his values and commitment to the brand's mission. India’s nutraceutical sector has seen significant growth, driven by a shift in consumer behaviour. A report by Avendus has forecasted that India is the fastest-growing health food market, expanding at 20 per cent CAGR,

Which is 3x the global average. It is set to become a Rs 2.5 lakh crore market opportunity by 2026. This growth is supported by rising health awareness, increasing disposable incomes, and favourable government policies.

Read online: https://nuffoodsspectrum.in/news/6/21494/gmb-entertainment-invests-in-hyderabad-based-nutrition-brand-fitday.html
© 2026 NUFFOODS Spectrum. All rights reserved.